## **ORDER**

Orders Order / Rev: 723944 06388118 Alt Order #: HOUSE MAJ PAC Product Desc: WKYC 2171 Estimate: 10/23/12 - 10/29/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: Sales Office: T-WAS 10/22/12 / 10/22/12 Order Type: Political Sales Region: NAT Waterfront Strategies/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave Ste 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **House Majority PAC** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/US House Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	53	\$109,500.00	\$93,075.00
10/29/12	10/29/12	7	\$24,200.00	\$20,570.00

Revenue Codes:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$109,500.00	\$93,075.00	0.00
November 2012	7	\$24,200.00	\$20,570.00	0.00
Totals	60	\$133,700.00	\$113,645.00	0.00

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	10/23/12	2 10/26/12	Days of Our Lives	CM	1p-2p	- TWTF	:30	3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
			Days of Our Lives	3								
DAYS O	F OUR L	IVES										
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	3	\$1,200.00	0.00						
E 2 WKYC	10/23/12	2 10/26/12	M-F 10-11a	CM	10a-11a	- TWTF	:30	3	\$800.00 P-5	0.00 NM	3	\$2,400.00
			M-F 10-11a									
TODAY	SHOW II											
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	3	\$800.00	0.00						
E 3 WKYC	10/23/12	2 10/26/12	Tonight Show	CM	1135p-1237a	- TWTF	:30	2	\$2,800.00 P-5	0.00 NM	2	\$5,600.00
			Tonight Show									
TONIGH	IT SHOW	1										
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	2	\$2,800.00	0.00						
E 4 WKYC	10/23/12	2 10/26/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	3	\$800.00 P-5	0.00 NM	3	\$2,400.00
			11a-1230p									
LIVE ON	I LAKESI	DE										
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	22/12	10/28/12	- TWTF	3	\$800.00	0.00						
E 5 WKYC	10/23/12	2 10/26/12	M-F 2-3p	CM	2-3p	- TWTF	:30	3	\$800.00 P-5	0.00 NM	3	\$2,400.00
			Rachel Ray									
RACHAE	EL RAY											
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 723944 Advertiser: House Majority PAC

Alt Order #: 06388118 Product Desc: HOUSE MAJ PAC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 2171

Ln Ch S	tart End	Inventory Code	Break	Start/End T	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 5 WKYC 10	/23/12 10/26/1	•	CM	2-3p	- TWTF	:30	3	\$800.00 P-5	0.00 NM	3	\$2,400.00
RACHAEL	RAY	Rachel Ray									
Start D	_		Spots/Week	Rate	Rating						
Week: 10/22/1 E 6 WKYC 10			CM	\$800.00 3p-4p	0.00 - TWTF	:30	3	\$800.00 P-5	0.00 NM	3	\$2,400.00
E 6 WKYC 10	/23/12 10/20/1	The Doctors	CIVI	3p-4p	- IWIF	.30	3	\$600.00 P-5	U.UU INIVI	3	\$2,400.00
DOCTORS											
Start D Week: 10/22/1			Spots/Week 3	<u>Rate</u> \$800.00	Rating 0.00						
E 7 WKYC 10			CM	4a-430a	- TWTF	:30	3	\$200.00 P-5	0.00 NM	3	\$600.00
CH2 EADL)	/ TODAY	Early Today									
CH3 EARLY Start D		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/1	_		3	\$200.00	0.00						
E 8 WKYC 10	/23/12 10/26/1	•	CM	4p-5p	- ТWГF	:30	3	\$1,000.00 P-5	0.00 NM	3	\$3,000.00
ELLEN		Ellen Degeneres									
Start D	ate End Date	e Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/1		- ТWГF		\$1,000.00	0.00						
E 9 WKYC 10	/23/12 10/26/1		CM	5a-6a	- ТWГF	:30	3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
CH3 NEWS	SUNRISE	Channel 3 News	@ 5AIVI								
Start D			Spots/Week	Rate	Rating						
Week: 10/22/1				\$1,200.00	0.00			<u> </u>			<b>^</b>
E 10 WKYC 10	/23/12 10/26/1	2 M-F 5-6p Dr. Phil	СМ	5p-6p	- TWTF	:30	4	\$2,000.00 P-5	0.00 NM	4	\$8,000.00
DR. PHIL		D1. 1 1111									
Start D			Spots/Week	Rate	Rating						
Week: 10/22/1 E 11 WKYC 10			CM	\$2,000.00 7-730p	0.00 - TWTF	:30	3	\$3,800.00 P-5	0.00 NM	3	\$11,400.00
		Channel 3 News						<b>,</b>			• ,
CH3 NEWS		. \\/a =   . d =	Consta ///onle	Data	Datina						
Start D Week: 10/22/1			Spots/Week 3	Rate \$3,800.00	Rating 0.00						
E12 WKYC 10			CM	7a-9a	- TWTF	:30	3	\$3,000.00 P-5	0.00 NM	3	\$9,000.00
TODAY 011	0144	Today Show									
TODAY SH Start D		e Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/1				\$3,000.00	0.00						
E 13 WKYC 10	/23/12 10/26/1	2 M-F 9-10a Today	II CM	9a-10a	- TWГF	:30	3	\$1,200.00 P-5	0.00 NM	3	\$3,600.00
TODAY SH	OW II	Today Show II									
Start D		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/1	2 10/28/12	- ТWГF	3	\$1,200.00	0.00						
E14 WKYC 10	/23/12 10/27/1	` ,	.\	11P-1135P	- TWTFS-	:30	2	\$4,500.00 P-5	0.00 NM	2	\$9,000.00
CH3 NEWS	@ 11P	Late News (M-Su	<i>1)</i>								
Start D			Spots/Week	Rate	Rating						
Week: 10/22/1				\$4,500.00	0.00						<b>^.</b>
E 15 WKYC 10	/29/12 10/29/1	2 Mon Prime Other Monday Prime O		Various (8:00 PM-10	M ·00 PM)	:30	1\$	515,000.00 P-5	0.00 NM	1	\$15,000.00
THE VOICE		Monday 1 mile 0		(0.001 111 10	,						
Start D			Spots/Week	Rate	Rating						
Week: 10/29/1 E 16 WKYC 10			CM	\$15,000.00 6P-7P Sa/Sı	0.00 uSS	:30	2	\$550.00 P-5	0.00 NM	2	\$1,100.00
		Early News (Sa-		(6:00 PM-6:3		.50	_	#000.001 O	3.33 1111	-	ψ.,.σσ.σσ
CH3 NEWS		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	On -1 - 0.41	D	Detic						
Start D Week: 10/22/1			Spots/Week 2	Rate \$550.00	Rating 0.00						
E 17 WKYC 10			CM	1130p-107a		:30	1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
										_	

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Order / Rev: 723944 Advertiser: House Majority PAC

Alt Order #: 06388118 Product Desc: HOUSE MAJ PAC WKYC

Flight Dates: 10/23/12 - 10/29/12 Estimate: 2171

Ln Ch	Start	End	Inventory Code		Start/End T	ime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Saturday Night Li Saturday Night L										
SATUR	DAY NIG	HT LIVE	Saturday Nigrit L	ive									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	<u>l</u>						
Week: 10/		10/28/12	S-	1	\$3,000.00	0.00							
E 18 WKYC	10/28/1	2 10/28/12	Su 12-1230p	CM	12-1230p /S	u	S	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
NOON I	NEWS		Channel 3 News	at Noon Su									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/	22/12	10/28/12	S	1	\$1,200.00	0.00							
E 19 WKYC	10/28/1	2 10/28/12	SUN TDY	CM	8a-9a		S	:30	1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
SUN TO			NBC Today Show	v (Su)									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	S	1	\$3,000.00	0.00							
E 20 WKYC	10/28/1	2 10/28/12	Sun 9-1030a	CM	9a-1030a		S	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
OLIO NE	-1440 01 18	1.00	Channel 3 News	Sun 9a									
	EWS SUN	N @ 9A End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/28/12	S	<u> </u>	\$2,500.00	0.00	-						
E 21 WKYC			EN (M-Su)	CM	M-F 6-730pn			:30	4	\$3,800.00 P-5	0.00 NM	4	\$15,200.00
			Early News (M-S	u)	(6:00 PM-6:3	80 PM)							
	WS @ 6												
Sta Week: 10/	rt Date	End Date 10/28/12	<u>Weekdays</u> - TWTFSS	Spots/Week 4	Rate \$3,800.00	Rating 0.00	-						
E 22 WKYC			Tue Prime B	CM	9-10p		<u>Γ</u>	:30	1	\$8,500.00 P-5	0.00 NM	1	\$8,500.00
LZZ WICTO	10/23/1	2 10/25/12	Tue Prime B	OW	3-10p			.50	'	ψ0,000.001 3	0.00 14101	'	ψ0,500.00
GO ON	THE NE	W NORMAL	_										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	-						
Week: 10/		10/28/12	-T	1	\$8,500.00	0.00				<b>#0.000.00 P.</b> F	0.00 NIM		<b>#0.000.00</b>
E 23 WKYC	10/24/1	2 10/24/12	Wed Prime C Wed Prime C	CM	10-11p		- W	:30	1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
CHICAG	30 FIRE		Wed I fille o										
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	L						
Week: 10/		10/28/12	W	1	\$8,000.00	0.00							
E 24 WKYC	10/29/1	2 10/29/12	M-F 3-4p	CM	3p-4p	M-		:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
DOCTO	RS		The Doctors										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	<u>l</u>						
Week: 10/	29/12	11/04/12	M	1	\$800.00	0.00	)						
E 25 WKYC	10/29/1	2 10/29/12	•	CM	4p-5p	M-		:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
ELLEN			Ellen Degeneres										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		11/04/12	M	1	\$1,000.00	0.00	_						
E 26 WKYC	10/29/1	2 10/29/12	M-F 5-6a	CM	5a-6a	M-		:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
CUO NE	-14/0 01 18	IDICE	Channel 3 News	@ 5AM									
	EWS SUN	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		11/04/12	M	1	\$1,200.00	0.00	_						
E 27 WKYC	10/29/1		M-F 5-6p	СМ	5р-6р	M-		:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
			Dr. Phil										
DR. PH		E 15 /		0	5.	D ()							
Sta Week: 10/	rt Date	End Date 11/04/12	Weekdays M	Spots/Week 1	Rate \$2,000.00	Rating 0.00	-						
			M-F 7-9a Today	CM	7a-9a			:30	1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
	. 5, 20, 1	5/25/12	Today Show	CIVI		141		.00	i	-5,550.001 0	J.55 141VI	'	ψ5,000.00
TODAY			,										
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating	-						
Week: 10/		11/04/12	M	1	\$3,000.00	0.00 M		.20	4	\$1 200 00 D C	0.00 NINA		¢4 200 00
E 29 WKYC	10/29/1	2 10/29/12		CM	9a-10a	IVI-		:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00

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 Order / Rev:
 723944
 Advertiser:
 House Majority PAC

 Alt Order #:
 06388118
 Product Desc:
 HOUSE MAJ PAC
 WKYC

 Flight Dates:
 10/23/12 - 10/29/12
 Estimate:
 2171

Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End **Inventory Code** Days Len Spots Amount M-F 9-10a Loday II Today Show II TODAY SHOW II Spots/Week Start Date End Date Weekdays Rating Rate 11/04/12 M- - - - -Week: 10/29/12 \$1,200.00 0.00

Totals 60 \$133,700.00